

Low Fat Sausage Market Forecast to Reach \$4.8 Billion by 2031 with Major Players like Atria Plc. and Beyond Meat

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, July 18, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Low Fat Sausage Market](#)," The Low Fat Sausage Market Size was valued at \$2.5 billion in 2021, and is estimated to reach \$4.8 billion by 2031, growing at a CAGR of 6.7% from 2022 to 2031.



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The global food & beverage industry has witnessed robust growth in the last few years driven by innovation in food system, improved logistics, increase in affordability, development of global trade, and increase in consumer spending. Furthermore, the food & beverage industry has been evolving continuously according to consumer requirements. In addition, the demand for convenience and packaged food has increased multifold, owing to consumer preference toward low fat, ready-to-eat and cost-effective food. Furthermore, the expansion of the food processing industry is expected to boost the demand for fast food, which, in turn, is likely to positively impact the demand for meat and meat substitutes including sausages all around the world. Thus, all these factors collectively drive the

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growth of the global market.

Since two to three decades ago, customers have been drawn to the availability of meat and meat products such as deli meat, processed meat, cold cut meat, and meat by-products. Meat products are evolving over time in response to consumer needs and Low Fat Sausage Market Demand.

Consumers today demand meat products from producers to be of the highest quality. Manufacturing businesses are putting flavoured meat products on the market in response to consumer demand in an effort to draw customers. To bring out the greatest flavours in their meat mixtures, businesses use savoury herbs and spices. After eating, customers notice the distinctive flavour. Sales of sausages are anticipated to rise as a result of the market's introduction of flavoured and processed meat.

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In addition, as the standard of living is improving in developing countries, the Low Fat Sausage Market Trends of food consumption is proportionately changing. Studies have found that with increase in disposable income, the consumption of processed food has increased, as processed food consumes less time in preparing, which is helpful for people with a busy lifestyle. Furthermore, growth in penetration of quick service restaurants, fast casual restaurants, and cloud kitchens in developing nations is fueling the demand for sausages and other meat products. McDonald's, Burger King, KFC, Taco Bell, and Wendy's are some of the examples of quick service restaurants. These food chains are expanding in developing regions, which is driving the demand for processed food worldwide. Therefore, with increase in consumption of fast food and processed food in developing countries, the demand for low-fat sausages is rising.

However, there are a variety of low-fat meat substitutes available in the market. Leading players in the food and snack industry offer a variety of meat-based, low-fat meal, and snack products. Lean meat has gained prominence among consumers, owing to increase in health and fitness consciousness. J.B.S. S.A. is among the leading players in the meat processing industry, offering a wide variety of innovative, low-fat beef, pork, lamb, and other meat products. The industry would continue to witness increase in number of low-fat food and snack products prepared from meat, owing to rise in demand for health and fitness products among consumers which is hampering the Low Fat Sausage Market Growth.

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The use of blockchain technology in the animal meat industry is at nascent stage. The use of blockchain technology ensures transparency, traceability, efficiency, and sustainability in the animal meat industry. The awareness regarding the meat quality and traceability is growing in the meat industry and the use of blockchain technology can provide assurance related to meat quality and enhance traceability. In 2020, the JBS announced 'Together for the Amazon' program under which JBS will be increasingly use the blockchain technology to achieve sustainability and conserve the forest of Amazon.

The growing adoption of smartphones, growing penetration of internet, and growth of e-

commerce platforms is boosting the growth of the processed meat market across the globe. Moreover, the growing penetration of online food delivery platforms such as Uber Eats, Swiggy, and Zomato is boosting the sales of meat products including sausages among the millennials.

The Low Fat Sausage market is segmented into type, end user, distribution channel, and region. On the basis of type, the Low Fat Sausage industry is categorized into Pork, Beef, Chicken, Plant-Based and others. On the basis of end user, the Low Fat Sausage Market Share is categorized into residential and commercial. On the basis of distribution channel, it is fragmented into supermarket/hypermarket, specialty stores, Convenience store, online sales channel and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, Russia and rest of Europe), Asia-Pacific (China, India, Japan, Australia & New Zealand, South Korea, ASEAN and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, South Africa, and rest of LAMEA).

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According to the Low Fat Sausage Market players, the major obstacle attributed to the pandemic was the disruption of the supply chain. Furthermore, all the distribution channels were nearly shut down in the first quarter of the pandemic. However, online channels such as amazon and flipkart were delivering the products. The key players analyzed in the report are Atria Plc., Beyond Meat, Heck Food Ltd, Hormel Foods corp., JBS S.A., Johnsonville LLC., Nestlé S.A., Premium Brands Holding Corporation, Tyson, and WH Group Limited.

Key findings of the study

Based on type, chicken sausage dominated the global Low Fat Sausage Market in the year 2021 and is likely to remain dominant during the forecast period.

Based on end users, the residential segment is likely to be the fastest-growing segment with a CAGR of 7.9% during the forecast period.

Based on the distribution channel, the online sales channel is likely to be the fastest-growing segment with a CAGR of 9.0% during the forecast period.

Region-wise, North America dominated the global Low Fat Sausage Market in the year 2021 and is likely to remain dominant during the forecast period.

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